

# COMMERCIAL VOICE OVER RATES

## 2010

In accordance with AFA/ MEAA minimum rates as set from 1 June 2008

### Created for Television / Cinema Commercials

Per product - per hour - per medium - per track

[Fees include Pay TV + FTA]

**Submission:** \$160

#### Final:

Length of Commercial	12 months more than 1 state	12 months 1 state	3 months more than 1 state	3 months more than 1 state
Up to 30sec	\$750	\$490	\$450	\$340
45 – 60sec	\$800	\$540	\$470	\$360
90sec	\$850	\$580	\$500	\$380
2min	\$900	\$620	\$530	\$400

### TV Billboards [up to 10sec]

Single \$360

Double [opening-closing] \$420

Triple [opening-during-closing] \$545

\*Rights for 12 months national on all billboards

### TV Station Promos

Pay TV, FTA- Fees by Negotiation

### TV Tags

Use above scale, all tags are charged as individual tracks

### Created for Radio commercials

Per product- per hour [up to five tracks]

**Submission:** \$160

#### Final:

12 months National	12 months 1 State only	3 months National	3 months 1 State only
\$400	\$340	\$310	\$280

**Radio Various** - 1 Station only - \*multiple products

<b>5 x tracks minimum</b>	<b>\$280</b>
Additional tracks	<b>\$50</b>

### Radio Station Promos

Fees by Negotiation

**Radio Tags**

Use above scale, each tag regarded as individual track as 5 per hour

**Research TV - Radio submission**

Guide track \$160

**Research Narration- Animatic**

Client proposal, narrative description \$160

**Post Synchronisation**

Up to 60 sec - add \$180 per track to base fee

Over 60 sec - add \$230 per track to base fee

**Corporate Video Narration**

\*Not for broadcast, sale or multiple distribution, Australia release only

Per hour - per script \$440

Pick up fee – half hour session \$300

**CD Rom - DVD presentations**

\*Not for broadcast or sale

Per hour – per script \$440

Pick up fee – half hour session \$300

**Telephone**

**Interactive Voice Response- IVR** \$440

Per hour - Australian use only

Overseas usage fee by negotiation

Per character if applicable \$160

**On Hold**

Per hour - per entity \$300

Per character if applicable \$160

Revisions and Pick ups same fee applies

Overseas usage fee by negotiation

**Internet Presentations**

Per hour-per script- audio navigating \$600

[For broadcast of commercials on the internet use 50% of TVC rates]

**Intranet**

For internal use only, audio presentations. \$440

**Session Singers**

These fees include 1 ½ hour session with up to 2 versions per product

TV/Radio Jingle Solo Demo \$250

TV Jingle Solo Final \$500

Radio Jingle Solo Final \$400

**OTHER TERMS MEDIA AND USAGES**

Electronic Scoreboards, Shopping Centre Pea's,  
Airlines, Expos, Street Vision, Talking products,  
Viral emails, Pod Casts, Awards, Festivals

Price on Application

### **Loadings**

Character voices  
Alcohol  
Political  
Overseas use

Add **\$160** to base fee for each character voice.  
Exempt  
Double total fee  
Fee by negotiation, depending on territories.  
i.e: New Zealand; double total fee / UK or USA; by negotiation

### **Postponement**

A call may be postponed without penalty provided that a further definite booking is made within 7 days of the original call. In all other cases, a fee will apply. Only one postponement is permissible.

### **Cancellation**

If a booking is cancelled with less than 24 hours notice, the full fee will apply.

### **Character Voice**

The character loading applies when the artist is required to provide a voice other than their natural straight read.

### **Exclusivity**

Should not be presumed for any artist or their association with a product

### **Holds**

It is the booker's responsibility to advise the agent if a 'hold' they have placed for an artist is either a confirmation or an availability check

### **Submissions**

If a track is a submission this must be notified to the artist and agent at the time of booking. If this does not occur, the full fee is payable. It will be assumed, unless otherwise notified, that all submissions [not including research only] are going to air. The balance of the fee will be invoiced 30 days following the date of the job.

### **Tracks Booked**

The producer to pay the artist for the number of tracks for which the artist is booked as a minimum payment, even if the number of tracks recorded is less than the number for which the artist has been booked.

### **Travel**

Fee applies beyond 20km radius of CBD, price on application

### **Usage**

Short term – up to 3 months, Long term- up to 12 months. Usage considered commencing from date of recording unless first on air date advised.

### **Rollover**

Where use exceeds the contracted period, a rollover fee of 100% of the original fee will apply.

### **Voiceovers for Animated Films and Series**

By negotiation

### **Narration for Films, Documentaries and Corporate DVDs**

By negotiation determined by length, distribution, medium, platforms used

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## **INTERNET AND AUSTRALIAN MOBILE TELEPHONY PROTOCOL 2008**

### **1. BACKGROUND**

This protocol applies from 1 June 2008 to 31 December 2009 in accordance with its terms.

All work commissioned during this period or roll-overs payable during this period on work commissioned pursuant to the terms of this protocol will be payable in accordance with the terms of this protocol.

For all work to be commissioned after 31 December 2009 it is the intention of the parties to negotiate a new agreement to cover the work and use of work to which this protocol applies.

It is expressly agreed that the provisions of this protocol will not be relied upon by either the AFA or the MEAA with respect to those negotiations.

It is further agreed that the use of any work commissioned during the term of this protocol is restricted to the term of this protocol and any roll-over exercised during the term of this protocol.

Any use of work commissioned during the term of this protocol after the term of this protocol is concluded is to be by negotiation between the Agency and the Performer.

### **2. USE OF TELEVISION OR RADIO COMMERCIAL ON THE INTERNET AND AUSTRALIAN MOBILE TELEPHONY**

Where a voiceover for a television commercial has been produced pursuant to the terms of the MEAA/AFA Agreement for commercial voiceovers and the client wishes to communicate the commercial to the public by means of the internet or Australian mobile telephony then the following provisions shall apply:

(a) where the commercial was produced as a radio commercial and it is communicated to the public as audio only rather than audio synchronised with images then the performer will be paid an additional 50% of the national radio rate for the relevant period (either 3 months or 12 months).

(b) Where the commercial was produced as a television or cinema commercial or where the commercial is to be synchronised with images then the performer will be paid an additional 50% of the national television rate for the relevant period (either 3 months or 12 months)

### **3. COMMERCIALS PRODUCED FOR THE INTERNET OR AUSTRALIAN MOBILE TELEPHONY**

Submission: \$160

Where a commercial is produced specifically for communication to the public by the internet and/or Australian mobile telephony and the commercial is not intended for broadcast on television or use in cinemas then the following provisions will apply:

(a) where the commercial is communicated to the public as audio only rather than audio synchronised with images then the performer will be paid 100% of the national radio rate for the relevant period (either 3 months or 12 months).

b) where the commercial is communicated to the public synchronised with images then the performer will be paid 100% of the national television rate for the relevant period (either 3 months or 12 months)